



# **ANNUAL MEETING AND PROFESSIONAL IMPROVEMENT CONFERENCE HANDBOOK**

*Revised June 2025*

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## PREFACE

There is no one-size-fits-all formula for hosting an Annual Meeting and Professional Improvement Conference (AM/PIC) of the National Association of County Agricultural Agents. Each conference is distinct, shaped by the host state's unique agriculture, natural resources, communities, and spirit of hospitality. This diversity is what makes every AM/PIC a memorable and meaningful experience.

By working closely with the NACAA National President and drawing upon the creativity and strengths of its members, the host state plays a vital role in fostering the professional growth of Extension agents nationwide. Each AM/PIC becomes a reflection not only of the host state but also of the values and excellence that define our organization.

This handbook is designed to serve as a practical guide for host state planning committees. It offers insights and lessons learned to support the successful planning and execution of future AM/PICs.

### Selection of Location

A state association wishing to be considered as the host for the Annual Meeting and Professional Improvement Conference (AM/PIC) must follow these steps:

- Notify the NACAA National President and the appropriate Regional Director at least 30 days prior to the current AM/PIC where the state intends to extend an invitation.
- Meet with the NACAA National Board at a time designated by the National President during the AM/PIC.
- Present a formal proposal during the AM/PIC, typically including a promotional video highlighting the proposed host city and facilities. Presentations are usually held during a general session and again during the delegate session.

The location of each AM/PIC is decided by a vote of the delegate body, typically four years in advance. The established rotation schedule for future meetings is outlined in **Exhibit B** of this handbook.



## INTRODUCTION

Congratulations! Your State Association of County Agricultural Agents has been selected to host a future Annual Meeting and Professional Improvement Conference (AM/PIC) of the National Association of County Agricultural Agents (NACAA). This is an exciting opportunity that promises personal and professional growth for your members, positive public relations within your state, and the development of strong teamwork and esprit de corps among your association.

The AM/PIC is a professional development conference—not a convention—and should be referred to as such. While the host state is responsible for providing the organizational framework and logistical support for the event, the overall program content is directed by the NACAA National President. Therefore, any proposed activities or additions by the host state should be coordinated with and approved by the National President.

A comprehensive hosting plan must be presented by the host state at the NACAA Winter Board Meeting in the same year the AM/PIC will be held. This meeting takes place at the future AM/PIC site and allows the National Board to provide oversight and guidance. Until the National Board has reviewed and approved the host state's full plan, all components should be considered tentative. If critical decisions must be made prior to the Winter Board Meeting, the host state should consult the NACAA President or request time on the agenda at an earlier National Board Meeting.

Successful planning and execution of an AM/PIC depends on strong committee leadership and coordination. Committees should be designed to foster teamwork and strengthen the relationship between the host state association and the national organization.

## GENERAL GUIDELINES

### Leadership and Organization of the Host State

Each Host State Association should appoint a Chair or Co-Chairs to lead the planning and coordination of the Annual Meeting and Professional Improvement Conference (AM/PIC). In collaboration with the State Association, the Chair or Co-Chairs should establish an Executive Committee to oversee host state responsibilities. This Executive Committee should include, at minimum, a Vice Chair, Secretary, and Treasurer to support the administrative and logistical needs of the planning process.

### Meeting Planner Policy

NACAA currently works with **Helms Briscoe**, a professional meeting planning service, to aid with hotel and conference center negotiations and AM/PIC logistical planning. Refer to **Exhibit A** for further details on this partnership.

Host state associations may also choose to hire an external meeting planner at their own expense, with prior approval from the NACAA Board. The hired planner may serve in an advisory capacity, under the direction of the NACAA President and the AM/PIC Chair. However, the **NACAA President retains full authority over the AM/PIC program**, and under no circumstances may a meeting planner sign contracts on behalf of NACAA. All binding agreements must be signed by an NACAA officer, typically the current President.

## Policy Updates and Handbook Maintenance

This handbook includes the current NACAA Board of Directors' policy on AM/PIC planning and responsibilities. However, additional policies may be adopted by the Board over time. All current and applicable policies are maintained in the **NACAA Policy Handbook**, specifically in the section related to the AM/PIC.

It is the **responsibility of the immediate Past President** to ensure the Annual Meeting and Professional Improvement Conference Handbook is kept up to date. The **Executive Director** keeps the official, current version of this handbook.

All members of the Host State AM/PIC Executive Committee should consult the NACAA Policy Handbook regularly to stay informed of any policy changes not yet reflected in this document. These policies serve as important guidelines, especially regarding budget and program planning.

### Purpose of the AM/PIC

As outlined in the NACAA Articles of Incorporation, the mission of the organization includes:

- Promoting educational opportunities and high standards of professional performance
- Encouraging cooperation and loyalty among members
- Enhancing the effectiveness of County Agents and Specialists in partnership with Land-Grant Universities

These principles serve as the foundation for AM/PIC planning. More specifically, the AM/PIC is designed to provide meaningful opportunities for professional development, spark innovation, and inspire agents to develop new methods, approaches, and models for Extension work.

### Length of the AM/PIC

The Annual Meeting and Professional Improvement Conference shall not exceed **five days**, including Sunday.

### Responsibility of the NACAA Board

The NACAA Board of Directors holds full responsibility for the overall AM/PIC planning and execution. While the Host State supports the logistics and local organization, all actions and programs must align with established NACAA policies and precedents.

The **NACAA President** is specifically responsible for the AM/PIC program content and will work closely with the **Annual Meeting and Professional Improvement Program Committee**, as well as other NACAA committee leadership, to develop and deliver the educational and professional agenda.

### Coordination

#### Authorized Contracts and NACAA Representative Roles

The **Immediate Past President of NACAA** is authorized by the NACAA Board to enter into and execute contracts or other official agreements on behalf of NACAA in relation to an AM/PIC scheduled **four years into the future**.

## **Key guidelines for these contracts:**

- The contract must clearly state that it is an agreement between the **facility management company**, **NACAA**, and the **Host State Association**.
- The contract **must be signed** by:
  - The facility representative
  - The Immediate Past President of NACAA
  - (Optional) The AM/PIC Committee Chair

Once the NACAA **Vice President**, who will serve as President during that AM/PIC has been elected, that person will assume contractual and coordination responsibilities in consultation with the current President. The **President of the AM/PIC year** is responsible for coordinating the **AM/PIC program** in collaboration with the Host State.

## **NACAA Board Visits to Host States**

### **Overview:**

All board visits must be pre-approved by the **current NACAA President**. Emergency or additional visits may also be authorized by the President if necessary. The policy for NACAA leadership visits to the host state site is as follows:

### **Immediate Past President (Three to Four Years Prior)**

**Purpose:** To ensure that the site can adequately host the AM/PIC and to communicate foundational policies.

#### **Responsibilities:**

- Confirm site suitability for general sessions, workshops, banquets, and regional meetings.
- Assess sleeping accommodations and transportation logistics.
- Ensure cooperative relationships exist with hotels, civic centers, state administration, and the Host State Association.
- Discuss and evaluate:
  - Budget and finances (national/host/shared)
  - Committee structure and functionality
  - Proposed tours
  - People movement between venues
  - Transportation infrastructure (airports, roads)
  - Saturday-to-Saturday schedule structure
- Provide:
  - Copies of the most recent AM/PIC Handbook
  - Overview of NACAA contract authority and insurance policy details
- **Report findings at the Spring Board Meeting.**  
If significant shortcomings are identified, site changes may be considered.

### **Vice President (2 Years Prior)**

**Purpose:** Follow-up and deeper coordination with host committees.

#### **Responsibilities:**

- Address unresolved issues from the Past President's visit.
- Meet with key committees and provide guidance.
- Submit a report of findings.

- Prepare to transition into President-Elect coordination role.

### **President-Elect (1 Year Prior)**

**Purpose:** Prepare for final program development and ensure full readiness.

**Responsibilities:**

- Review progress of committees (registration, tours, finance, hospitality, etc.).
- Coordinate with Host State on **evaluation planning** for the AM/PIC they will host two years later.
- Begin shaping the tentative AM/PIC program and identify local presenters or speakers.

### **President (Year of AM/PIC)**

**Purpose:** Lead final coordination of program with Host State leadership.

**Responsibility:** Work directly with Host State Chair(s) and committees to deliver the AM/PIC program.

### **AM/PIC Chair and Co-Chairs**

The **NACAA National Board** must officially appoint the **AM/PIC Chair or Co-Chairs** after the Host State identifies them. **No individual may act on behalf of NACAA until this official appointment is made.** Early decisions without authorization could create liability.

**Responsibilities of the Chair/Co-Chairs:**

- Attend the **Winter Board Meeting**:
  - The year *before* their AM/PIC to present progress
  - The year *of* their AM/PIC to present final plans
- Present a report at the **Post-AM/PIC Board Meeting** the year before their AM/PIC

**Expense Policy:**

NACAA covers travel and meeting expenses (for up to two individuals per year) as follows:

<b>Event</b>	<b>Covered Chairs and Co-Chairs</b>
Winter Board Meeting	Current year's & next year's Chair/Co-Chair
AM/PIC	Current year's & next year's Chair/Co-Chair

### **AM/PIC Workshop**

To ensure continuity and consistency, an **Annual AM/PIC Workshop** is conducted during the current AM/PIC.

It is:

- Led by past NACAA officers and former AM/PIC Chairs
- Coordinated by the **NACAA Past President**

**Required Attendees:**

- Executive Committee for the **upcoming AM/PIC**

- Officers from host states for the next **three AM/PICs**

**Note:** This does **not** include current-year officers or committees. **Travel expenses are the responsibility of each future host state.**

## **For Consideration/Recommendation: Hotel and Convention Center Contacts**

It is **strongly recommended** that a **limited number of individuals** be designated as points of contact with hotel and convention center staff. These individuals should have the authority to:

- Make decisions
- Respond to logistical questions

**One of the key designees should be the NACAA Executive Director.**

## **COMMITTEES**

### **AM/PIC Leadership & Authorization:**

- **Immediate Past President of NACAA Board**
  - Authorized by the Board to sign contracts four years out of the AM/PIC.
  - Coordinates with facility management and host state.
  - Conducts first site visit and reports findings to the Spring Board Meeting.
  - Facilitates the AM/PIC Workshop for future host states during AM/PIC.
- **Vice President (2 Years Prior)**
  - Makes second official site visit.
  - Follows up on concerns identified during the Past President's visit.
  - Sends findings report to the current Vice President (future President-Elect).
- **President-Elect (1 Year Prior)**
  - Make two visits to evaluate preparations and meet with key committees.
  - Assists host state with program development.
  - Emphasizes host state responsibility to design evaluation for future AM/PICs.
- **President (Year of AM/PIC)**
  - Coordinates final AM/PIC program with Host Chair(s).
  - Delegates responsibility for the last day's program to President-Elect.
  - Appoints a **Program Committee** to develop content in collaboration with host state/regional leaders and university personnel.

### **Planning & Committee Management Timeline**

#### **Year 4 (Bid Won)**

- Appoint skeleton committee structure.
- Past President visits host state to assess viability.
- Finance Committee begins fundraising.

#### **Year 3**

- Committee chairs meet twice.
- Begin budget planning, basic logistics brainstorming.

## Year 2

- Committee chairs meet four times.
- Full committees begin operation and member recruitment.
- Site visit from NACAA Vice President.

## Year 1

- After preceding AM/PIC: intensive preparation begins.
- Monthly or bimonthly committee meetings.
- Two site visits from President-Elect.
- All committee chairs observe immediate past AM/PIC.

## AM/PIC Committees and Chairs

- **Chairs should:**
  - Choose their own team members.
  - Appoint a Vice Chair for succession planning.
  - Maintain communication with the AM/PIC Chair (copy all correspondence).
  - Attend at least two previous AM/PICs for training and exposure.
- **Essential Committees Include:**
  - **Finance**
  - **Facilities**
  - **Tours**
  - **Registration**
  - **Hospitality**
  - **State Meal**
  - **Decorations** (if applicable)

## Hotel & Facility Contracts

- Facilitated by Helms Briscoe with early negotiation preferred.
- Requires:
  - Room block details and rates.
  - Complimentary room ratios.
  - Free meeting and ballroom space.
  - Written permission for food/snack provision by host state.
  - Details on hospitality and suite usage.
- Letter of intent is needed before the bid is finalized.
- Final contracts should be signed at least **one year in advance**.

## Key Governance and Communication Practices

- All visits must be approved by the current NACAA President.
- Emergency visits may be approved as needed.
- Host State should not make binding decisions without national appointment of AM/PIC Chair.
- Regular communication between the NACAA Board and Host State is essential.
- AM/PIC Chairs and Co-Chairs are funded for travel to Winter Board Meetings and AM/PICs for two consecutive years (current and future year).

# Host State & NACAA National Board Meetings Summary

## 2 Years Before AM/PIC – Winter Board Meeting

- **Meeting Location:** Headquarters hotel for upcoming AM/PIC
- **Attendees:** AM/PIC Chair/Co-Chairs, NACAA National Board

### Host State Responsibilities:

- Present **tentative AM/PIC budget**.
- Provide key updates on:
  - Hotel accommodations
  - Tour development
  - Proposed meeting **theme** and **logo**
- Bring the Board up to date on:
  - **Major changes** (e.g., venues, logistics)
  - **Major problems** (if any)
  - **Recommended exhibitor fee** (if not already approved)

## 10 to 20 months before AM/PIC – Post-AM/PIC Board Meeting

**Meeting Timing:** The day after the conclusion of the AM/PIC

### AM/PIC Chair should be prepared to:

- Provide updates on:
  - Any **major changes** (tours, hotels, program elements)
  - Any **issues or obstacles**
- Present **updated budget** for approval or review
- Confirm or recommend the **commercial exhibitor fee**

## 6 to 8 months before AM/PIC – Winter Board Meeting

**Meeting Location:** Headquarters hotel for upcoming AM/PIC

### Expectations from the Host State:

- Submit a **detailed, written plan from every committee** for Board handout and review
- Present a **final, itemized budget** for Board approval
- Conduct a **tour** of:
  - Headquarters hotel
  - Overflow hotels (if applicable)
  - Conference or civic center facilities
- Prepare **committee reports** (especially those with key logistics or concerns)

**Other Committees:** May submit requests or updates via the Host State Chair for National Board review.

## Best Practices for Host State

- Schedule preparation time for **budget review and committee report compilation** in advance of both Winter Board Meetings.
- Encourage committees to finalize plans by **November** prior to the winter meeting.
- Coordinate closely with Helms Briscoe, hotel liaisons, and facilities to ensure tour readiness and contract clarity.
- Use presentation time wisely: provide handouts, stay high-level in verbal summaries, and be prepared for Q&A.

## HOST STATE RESPONSIBILITY

### Hanging of State Banners

- **Responsibility:** Host State
- **Cost:** Paid by the Host State
- **Best Practice to Reduce Cost:**
  - Hang banners from **exhibit hall draperies** instead of ceilings or high walls to **minimize labor or equipment charges**.

**Tip:** Coordinate early with the Exhibit Hall or Facilities Committee and venue staff to identify practical, low-cost mounting options that still ensure visibility and uniformity.

## BUDGET AND FINANCE COMMITTEE

### Host State Fund Raising

#### Funding and Budget Planning for AM/PIC

Raising the necessary funds and developing a solid budget does not have to be an overwhelming task. Early planning and the establishment of clear guidelines are key to ensuring a smooth and productive working relationship among the Treasurer, the AM/PIC Meeting Executive Committee, and the Finance Committee.

One of the first priorities should be to create a realistic, tentative budget based on projected attendance. A planning spreadsheet is available from the NACAA Treasurer to help guide this process. Following a disciplined approach, where each committee chair operates within their assigned budget—ensures sound financial control. All expenses should be categorized appropriately, as unchecked miscellaneous costs can accumulate quickly and fall outside a chair's oversight.

When building the budget, assume all expenses are cash-based and include an inflation buffer of up to 10%. Conservative planning helps prevent shortfalls later.

The Fundraising and Finance Committee is responsible for securing the necessary Host State funding and assisting with budget preparation. Fundraising efforts should begin immediately upon NACAA confirmation of the Host State bid. This is the only committee whose work must be completed prior to the start of the AM/PIC.

Start by creating a list of potential sponsors and making early contact. Some businesses require advance notice to include contributions in their fiscal planning. Financial institutions and corporations are often more willing to give in the fourth quarter, once their financial outlook is clearer. Additionally, many companies prefer to underwrite specific items (e.g., portfolios, floral arrangements) as part of their advertising and promotion budgets rather than offering direct donations. Experience shows that while some organizations may hesitate to



give cash, they are more likely to support a tangible sponsorship valued at the same amount.

Host States must not approach any sponsors already listed in the current AM/PIC program. The NACAA President-Elect will provide the AM/PIC Chair with a list of existing sponsors to avoid duplication. Close coordination between the AM/PIC Chair and the current President-Elect is essential to maintaining sponsor relationships and ensuring successful fundraising.

Guidelines for designing a funding campaign include:

- Set timetable with goals—deposit funds received early in an interest-drawing account.
- Establish a policy that both the solicitor and the host state Treasurer writes a thank-you letter to the donor. Send a copy to the AM/PIC Chair.
- Review the list of NACAA national donors. These national donors should not be contacted unless host states receive permission from the NACAA National Board.
- Make personal contacts with donors and follow up with a letter. This is also a suitable time to list some of the objectives of NACAA. The Chair may want to prepare a sample letter or brochure to use as a guide.
- Making the contact with the “right person” in a company is essential. If this person is unknown, check to see who knows the “right person.”
- Solicit large donations first by listing the prospective donors by category \$1,000, \$500, etc. Some states do not accept donations under \$25. Share with donors the amounts for recognition, as most donors want guidelines.
- Prepare a list of all donors including in-kind donors.
- Pre-AM/PIC pamphlets have been used for fund-raising purposes. Share information with the AM/PIC Committee under the direction of the NACAA Board.

Reception costs for state donors are the responsibility of host states. After AM/PIC concludes, thank you notes need to be written large donors and report on success.

NACAA is tax exempt under Section 501 (C) (6) of the Internal Revenue Code. States hosting the AM/PIC may obtain a separate identification number under the same code or have checks made payable to the NACAA Treasurer for reimbursement back to the state, especially if a donor is wanting tax exempt certification. A separate ID number takes a considerable amount of time so it should be done 2-3 years in advance of the scheduled AM/PIC. Some donors may prefer to channel their contribution through the NACAA Educational Foundation since it is tax exempt under Section 501 (C) (3) of the Internal Revenue Code. The land grant university of host states may be able to serve as the depository of funds when the donor requests receipt of funds as tax deductible.

Some states have been able to avoid the payment of sales taxes for meals, rooms, etc. by routing their payments through a university affiliated foundation. Sometimes a foundation may charge a small percentage, but this is usually less than the sales tax rate. The NACAA encourages states to explore the use of foundations as a cost savings measure.

### **Sharing Expenses With NACAA**

While most AM/PIC expenses fall clearly into either an NACAA expense or a host state expense there are a few areas where the cost is shared. A firm arrangement with the National Board on shared expenses is important and using a percentage share of cash expenses is fair to both host states and NACAA. Donated items or in-kind contributions reduce the stress on host state budgets and thus committee chairs are encouraged to search for in-kind assistance. However, the National Board does not consider in-kind contributions as contributions toward the host state’s share of shared expenses with NACAA.

Expenses incurred by the NACAA Board and national Committee Chairs during the AM/PIC are budgeted in the AM/PIC budget as a national expense. All other board and national committee expenses during the remainder of the year is budgeted as an annual operating expense of NACAA.

Funds from SARE grant dollars are coordinated by NACAA Executive Director and funds received are utilized by NACAA to cover SARE related functions at the AM/PIC.

### **Budget Development & Cost Sharing w/NACAA**

A tentative budget shall be prepared and submitted by the AM/PIC Chair at the Winter National Board Meeting the year before the AM/PIC for which that committee will be responsible (18 to 21 months prior to the AM/PIC). The final budget shall be submitted and approved at the Winter National Board Meeting. The AM/PIC is to be held (6 to 9 months prior to the AM/PIC).

Expense Distribution: (Recommended Guidelines for sharing Annual Meeting and Professional Improvement Conference expense) - NACAA/Host State, see NACAA Policy Handbook for exact splits.

The allocations below are based on actual cash expenses. In-kind and/or other contributions are not included in expenses for reimbursement. NACAA will not reimburse the host state for items of expenses that have been provided by sponsors and/or other contributors.

### **Annual Banquet**

- Meals Costs - 100% NACAA
- Piano/Organ/Entertainment - 100% NACAA
- Spotlight, staging/reconfiguring head table on the stage - 100% NACAA
- Program - 100% NACAA
- Decorations - 100% NACAA (Signs and Decorations Committee)
- Boutonniere/Corsages - 100% NACAA --for DSA and Spouses Only
- Boutonniere/Corsages for DSA/Spouses Annual Banquet – 100% Host State Optional and for AA, Head table, and Hall of Fame
- Table Decorations – 100% Host State
- Party Favors - 100% host state

### **Tour Day Goodbye Dinner**

- Host state responsibility or by ticket sold to individuals. All favors and related materials are host state responsibility.

### **Flowers, Signs, and Decorations (Other Than For Annual Banquet)**

- Shared costs
  - Spouse and Life Member Decorations - 100% Host State
  - Spouse Luncheon Decorations - 100% Host State
  - Vignettes - 100% Host State
  - General Flowers, Signs, and Decorations for AM/PIC - 100% Host State
  - Welcome/Reception Signs - 100% NACAA
  - Directional Signage - 100% Host State
  - Table Decorations for other events besides Annual Banquet – 100% Host State

## **Education and Commercial Exhibits**

- The host state is 100% responsible for revenue and expense associated with educational and commercial exhibits. This includes rental space for educational exhibits if hotel or facilities make such a charge, including drapes, tables, and other equipment. The host state also provides display equipment for the AM/PIC Poster Session. NACAA sets and monitors policy without incurring any financial risk.
- Host states may use commercial exhibits as a revenue source. Space rental is determined by host states and must receive National Board approval on the exhibit fees at least one year prior to the meeting.
- Educational exhibits allowed by NACAA will be given first preference and fee-exempt status.
- The host state for next year's AM/PIC is expected to pay transportation cost for their own exhibit, space to be provided complementary.
- Host states provide organization and management and assume any financial risk that may be encountered.
- Exhibitor eligibility should remain separate from any national and state program sponsorship and or financial donation to NACAA or host states. No such sponsor shall be given any complementary space or preferential location.
- National Sponsors that are eligible for a booth space due to their sponsorship level will receive the booth space at no charge. The host state will provide National with the actual cost of these booth spots for which the host state will be reimbursed.
- A national sponsor who does not qualify for a free booth space can exhibit but the cost will be the same as established for other commercial exhibitors.

## **Entertainment: Opening Ceremony & Inspirational Program**

- NACAA will reimburse the host state up to \$5,000.
- All entertainment must be approved in advance by NACAA.

## **Hospitality**

- NACAA provides \$2,000 for items such as coffee serving and/or hotel charges.
- Most supplies for the snack bar come from donations as arranged by the State Association hosting the Annual Meeting and Professional Improvement Conference. Other states within the host region may also be invited to furnish items.

## **Transportation**

- The following transportation items are covered by NACAA. Transportation Contract(s) presented to the NACAA Board by local Host State Transportation Chair for approval no later than Spring Board Meeting for approval.
  - Professional Improvement tours.
  - Life Members, spouses, sons, and daughters' transportation.
  - VIP transportation if needed.
  - Talent Revue transportation if needed.
  - All tour plans must be cleared in advance with the NACAA Board.
  - Insurance liability must be cleared in advance with the NACAA Board.

## **Shuttle**

- Hotels located away from the conference center will be covered by the Host State.

## **Meals**

- Professional Tours - 100% host state.
- Welcome Dinner - up to \$40 per person paid by NACAA.
- Tour Day Breakfast - up to \$10 per person paid by NACAA.

## **Publicity and Promotion**

- Necessary room rental - host state
- Necessary machine rental - host state
- Emailing to the NACAA membership promoting the AM/PIC can be done by the NACAA Executive Director. Tourist promotion materials information can be included in email notices to attendees so they can order as they wish.

## **Registration**

- NACAA Executive Director will manage AM/PIC Registration.
- Assistance from the host state will assist in the completion of registration packets at the AMPIC site.
- Software for registration provided and used by the NACAA Executive Director.
- State registration chairs should coordinate with the NACAA Executive Director to obtain information to complete registration on site.

## **Reception and Information**

- The host state is responsible for all reception and information costs.

## **Photography**

- NACAA pays 100% except for any facility cost, i.e., risers, staging, etc.
- Host state assists NACAA Executive Director by identifying possible local A/V firms one year or more prior to AM/PIC.
- NACAA contracts with a professional photographer to take still shots of individuals and events. In addition, NACAA also contracts with an audio/visuals firm to provide video and filming needs. It is suggested but it is not necessary that states consult with this firm when negotiating sound, lights, staging, etc. contracts and needs.

## **Printing and Supplies**

- NACAA pays 100% for programs, necessary forms, and ticket books (except for 4-H Talent Revue)

## **Member Program**

- NACAA prints and covers costs, along with app creation as appropriate.

## **Life Member Program**

- NACAA will pay 100% of the cost of the program. The host state will plan and implement the program under the criteria set by the NACAA Board.

## **Spouses Program**

- NACAA will pay 100% of the cost of the program. The host state will plan and implement the program under the criteria set by the NACAA Board.

### **Sons and Daughters Program**

- NACAA will pay 100% of the cost of the program. The host state will plan and implement the program under the criteria set by the NACAA Board.

### **4-H Talent Revue**

- Host state has full responsibility for the 4-H Talent Revue.
- NACAA pays 50% of the cost up to \$15,000 maximum.
- The host state pays 100% for any transportation to and from and during the AM/PIC.

### **First Timer Luncheon**

- NACAA is 100% responsible for program costs.

### **NACAA President Keynote and Invited Speakers**

- NACAA pays 100%

### **NACAA/Donor Sponsored Meals**

- Meal costs - 100% NACAA
- All other costs - 100% NACAA

### **VIP Reception**

- NACAA is responsible for the function, including food and beverage cost. The event is by invitation only.
- The list of invitees will be coordinated by the NACAA President.

### **Facilities**

- Host state - 100%
- Audio Visual Equipment - NACAA shall assume the responsibility for the audiovisual needs associated with all general sessions, regional meetings, and 4-H Talent Revue. Costs will include but not limited to: expenses incurred with contracts with audiovisual vendors (including video and slide production, video projection equipment and labor expenses), expenses for sound and lighting systems.

### **Insurance**

- NACAA pays 100% except for state required insurance.

### **Host State Fundraising**

- Begin fundraising immediately after the AM/PIC bid is confirmed. This is the first and only committee that should begin full work prior to other committees.
- Build a realistic tentative budget early, using estimated attendance. Request the AM/PIC planning spreadsheet from the NACAA Treasurer.
- Budget as if all items are cash costs and allow for 10% inflation.
- Track all expenses and avoid accumulation of unmonitored miscellaneous costs.

### **Fundraising Best Practices**

- Create a prospective donor list early; some companies plan budgets well in advance.
- Many donors prefer to sponsor items (e.g., bags, flowers) over cash donations.

- Coordinate with the NACAA President-Elect to avoid using national sponsors from the previous AM/PIC program.
- Consider these steps:
  - Establish a donation schedule and goals.
  - Deposit early funds in interest-bearing accounts.
  - Thank donors via both solicitor and Treasurer and send a copy to AM/PIC Chair.
  - Make personal contacts and follow up in writing.
  - Target large donors first, sort prospects by giving tiers.
  - Maintain a master list of all donors, including in-kind support.
  - Use pre-AM/PIC promotional materials for fundraising where helpful.

## **Important Notes**

- Avoid using NACAA's listed national sponsors without permission.
- Sponsor recognition levels should be clear and consistent.

## **Post-AM/PIC Donor Relations**

- The host state covers donor reception costs.
- Send thank-you letters to major donors.
- Provide success reports post-conference.

## **Tax & Financial Structure**

- NACAA is a 501(c)(6) organization.
- Host states may:
  - Request a separate tax ID (requires 2–3 years' lead time).
  - Use NACAA Treasurer as recipient and receive reimbursements.
  - Route through NACAA Educational Foundation (501(c)(3)) for donors needing charitable deduction.
  - Consider university-affiliated foundations to:
    - Provide receipts.
    - Avoid sales tax on meals, rooms, etc.
    - (Some may charge a small processing fee.)

## **Sharing Expenses with NACAA**

- Most AM/PIC costs are clearly defined as either NACAA or Host State expenses.
- For shared costs, negotiate fair percentages with the National Board.
- In-kind donations are valuable for budget relief but do not count toward host state's shared costs with NACAA.

## **Examples:**

- NACAA covers:
  - Expenses of Board and National Committee Chairs during AM/PIC.
  - SARE-related functions (via Executive Director-managed grants).
- NACAA does not cover host-related items (e.g., state banners, hospitality supplies).

## **Budget Submission Deadlines**

- Tentative Budget:
  - Due at Winter Board Meeting 18–21 months before AM/PIC.
- Final Budget:
  - Due at Winter Board Meeting 6–9 months before AM/PIC.
- Refer to NACAA Policy Handbook for specific cost-sharing guidelines.

The allocations below are based on actual cash expenses. In-kind and/or other contributions are not included in expenses for reimbursement. NACAA will not reimburse the host state for items of expenses that have been provided by sponsors and/or other contributors.

## **Annual Banquet**

- Meals Costs – 100% NACAA
- Piano/Organ/Entertainment – 100% NACAA
- Spotlight, staging/reconfiguring head table on the stage – 100% NACAA
- Program – 100% NACAA
- Decorations – 100% NACAA (Signs and Decorations Committee)
- Boutonniere/Corsages -100% NACAA –for DSA and Spouses Only
- Party Favors - 100% host state

## **Tour day Good Bye dinner**

- Host State Responsibility, all favors and related materials are host state responsibility.

## **Flowers, Signs, and Decorations**

- Shared costs
  - Annual Awards Banquet – Candles and Flowers – 100% NACAA
  - Boutonniere / Corsages for DSA/Spouses Annual Banquet – 100% NACAA
  - Boutonniere / Corsages for Others Annual Banquet – 100% Host State Optional and for AA, Head Table, and Hall of Fame)
  - Table Decorations – 100% Host State
  - Spouse and Life Member Decorations – 100% Host State
  - Spouse Luncheon Decorations – 100% Host State
  - Vignettes – 100% Host State
  - General Flowers, Signs, and Decorations for AM/PIC – 100% Host State
  - Welcome/Reception Signs – 100% NACAA
  - Directional Signage – 100% Host State

## **Education and Commercial Exhibits**

- The host state is 100% responsible for revenue and expense associated with educational and commercial exhibits. This includes rental space for educational exhibits if hotel or facilities make such a charge, including drapes, tables, and other equipment. The host state also provides display equipment for the AM/PIC Poster Session. NACAA sets and monitors policy without incurring any financial risk.
- Host states may use commercial exhibits as a revenue source. Space rental is determined by host states and must receive National Board approval on the exhibit fees at least one year prior to the meeting.
- Educational exhibits allowed by NACAA will be given first preference and fee-exempt status.
- The host state for next year's AM/PIC is expected to pay transportation cost for their own exhibit, space to be provided complementary.

- Host states provide organization and management and assume any financial risk that may be encountered.
- Exhibitor eligibility should remain separate from any national and state program sponsorship and or financial donation to NACAA or host states. No such sponsor shall be given any complementary space or preferential location.
- National Sponsors that are eligible for a booth space due to their sponsorship level will receive the booth space at no charge. The host state will provide National with the actual cost of these booth spots for which the host state will be reimbursed.
- A national sponsor who does not qualify for a free booth space can exhibit but the cost will be the same as established for other commercial exhibitors.

### **Entertainment: Opening Ceremony & Inspirational Program**

- NACAA will reimburse the host state up to \$5,000.
- All entertainment must be approved in advance by NACAA.

### **Hospitality**

- NACAA provides \$2,000 for items such as coffee and service or hotel charges.
- Most supplies for the snack bar come from donations as arranged by the State Association hosting the Annual Meeting and Professional Improvement Conference. Other states within the host region may also be invited to furnish items.

### **Transportation**

- The following transportation items covered by NACAA. Transportation Contract(s) presented to the NACAA Board by local Host State Transportation Chair for approval no later than Spring Board Meeting for approval.
  - Professional tours.
  - Life Members, spouses, sons, and daughters' transportation.
  - VIP transportation if needed.
  - Talent Revue transportation if needed.
  - All tour plans must be cleared in advance with the NACAA Board.
  - Insurance liability must be cleared in advance with the NACAA Board.

### **Shuttle**

- Hotels located away from the conference center will be covered by the Host State.

### **Meals**

- Professional Tours - 100% host state.
- Welcome Dinner - up to \$40 per person paid by NACAA.
- Tour Day Breakfast - up to \$10 per person paid by NACAA.

### **Publicity and Promotion**

- Necessary room rental - host state
- Necessary machine rental - host state
- Emailing to the NACAA membership promoting the AM/PIC can be done by the NACAA Executive Director. Tourist promotion materials information can be included in email notices to attendees so they can order as they wish.



## **Registration**

- NACAA Executive Director will manage AM/PIC Registration.
- Assistance from the host state will assist in the completion of registration packets at the AMPIC site.
- Software for registration provided and used by the NACAA Executive Director.
- State registration chairs should coordinate with the NACAA Executive Director to obtain information to complete registration on site.

## **Reception and Information**

- The host state is responsible for all reception and information costs
- NACAA pays 100% except for any facility cost, i.e., risers, staging, etc.
- Host state assists NACAA Executive Director by identifying possible local A/V firms one year or more prior to AM/PIC.
- NACAA contracts with a professional photographer to take still shots of individuals and events. In addition, NACAA also contracts with an audio/visuals firm to provide video and filming needs. It is suggested but it is not necessary that states consult with this firm when negotiating sound, lights, staging, etc. contracts and needs.

## **Printing and Supplies**

- NACAA pays 100% of programs, necessary forms, and ticket books (except for 4-H Talent Revue)

## **Member Program**

- NACAA prints and covers costs, along with app creation as appropriate.

## **Life Member Program**

- NACAA will pay 100% of the cost of the program. The host state will plan and implement the program under the criteria set by the NACAA Board.

## **Spouses Program**

- NACAA will pay 100% of the cost of the program. The host state will plan and implement the program under the criteria set by the NACAA Board.

## **Sons and Daughters Program**

- NACAA will pay 100% of the cost of the program. The host state will plan and implement the program under the criteria set by the NACAA Board.

## **4-H Talent Revue**

- Host state has full responsibility for the 4-H Talent Revue.
- NACAA pays 50% of the cost up to \$15,000 maximum.
- The host state pays 100% of any transportation to and from and during the AM/PIC.

## **First Timer Luncheon**

- NACAA is 100% responsible for the program and all costs.

## **NACAA President Keynote and Invited Speakers**

- NACAA pays 100%

## **NACAA/Donor Sponsored Meals**

- Meal costs - 100% NACAA
- All other costs - 100% NACAA

## **VIP Reception**

- NACAA is responsible for the function, including food and beverage cost. The event is by invitation only.
- The list of invitees will be coordinated by the NACAA President.

## **Facilities**

- Host state - 100%
- Audio Visual Equipment - NACAA shall assume the responsibility for the audiovisual needs associated with all general sessions, regional meetings, and 4-H Talent Revue. Costs will include but not limited to: expenses incurred with contracts with audiovisual vendors (including video and slide production, video projection equipment and labor expenses), expenses for sound and lighting systems.

## **Insurance**

- NACAA pays 100% except for state required insurance.

# **ANNUAL BANQUET COMMITTEE**

The Annual Banquet is the closing event of the AM/PIC, held to honor the NACAA Distinguished Service Award (DSA) recipients.

## **Responsibilities:**

### **President-Elect:**

- Oversees the banquet.
- Assigns head table seating.
- Selects the menu.
- Coordinates floral arrangements for officers and spouses at the head table.

### **Recognition and Awards Committee Chair (in coordination with the NACAA Executive Director):**

- Prepares and prints the banquet program.
- Prepares and presents DSA plaques.
- Coordinates seating for DSA, Achievement Award, and Hall of Fame recipients.

### **President and President-Elect:**

- Arrange seating for past National Officers and special guests.

### **Banquet Seating:**

- To reduce congestion at the banquet hall entrance, some host states allow NACAA members to reserve tables earlier in the week. This option is encouraged for smoother seating.

## **Floral Coordination:**

The Banquet Committee Chair should collaborate closely with the President-Elect to coordinate floral arrangements for:

- DSA recipients and spouses
- AA recipients and spouses
- Hall of Fame recipients and spouses
- Head table officers and spouses

## **Attendance Estimation:**

**Because attendance can be hard to predict, use the following formula to estimate:**

**(Total Registration - Children Registered) × 80% = Expected Attendance**

*Example:* 1500 total registrations – 200 children = 1300 × 80% = 1040 expected attendees

Adjust this figure based on recent experience and hotel/caterer overage policies. The **President-Elect** is responsible for submitting the final banquet guarantee.

Offering incentives to turn in unused tickets before a posted deadline: Example: A raffle among returned tickets with a prize or cash reward

## **DECORATION COMMITTEE - Optional**

Decorating public spaces (hallways, registration areas, exhibit hall, general session hall, and banquet) may be done by:

- A separate Decoration Committee, or
- The relevant function committees (working in coordination)

### **Guidelines:**

- Emphasize the host state's agricultural identity and hospitality.
- Ensure compliance with Fire Marshal regulations (e.g., clear walkways and exit access).
- Coordinate with the convention center regarding safety and staging needs.
- Submit decoration plans for the general session and banquet areas to the NACAA President for approval, ensuring they align with audio-visual and staging requirements.
- Return any borrowed or donated decorations in good condition.

## **WELCOME MEAL COMMITTEE**

This event, held on Sunday, is the first large meal of the AM/PIC and introduces the host state's hospitality.

### **Financial Guidelines:**

- NACAA will reimburse up to \$40/person for the meal.
- Any additional costs (e.g., overage, entertainment) are the host state's responsibility.
- Transportation, if required, is arranged by the Tours & Transportation Chair and paid for by NACAA.

### **Considerations (Begin Planning at Least 2 Years in Advance):**

- Distance from the headquarters hotel (long distances increase transport cost and complexity).
- Availability of shelter in case of inclement weather.
- Local health regulations and required permits.
- Ability to limit attendance to registered participants.
- Adequate facilities (seating, restrooms, utilities, drinking water).

### **During Final Planning Year:**

- Confirm donated food sources.
- Obtains all necessary insurance, permits, and licenses (including alcohol permits, if applicable).
- Confirm insurance with the venue.
- Assign specific committees for setup, food prep, serving, parking, cleanup, etc.
- Organize multiple serving lines to minimize wait times.
- Collect meal tickets at the start of serving lines to prevent re-entry or unauthorized access.
- Where possible, stagger group arrivals to reduce bottlenecks.
- Coordinate with the Registration Chair regularly and plan for 5–8% overage to cover staff, drivers, and volunteers.

## **ENTERTAINMENT COMMITTEE**

This committee is responsible for planning entertainment throughout the AM/PIC, including optional and recurring features.

### **Possible Responsibilities:**

#### **Main Event Entertainment:**

Organize a dance, concert, or variety act.  
Secure a suitable venue and contract local talent.  
Provide concessions as appropriate.

#### **Morning General Sessions:**

Coordinate brief music or entertainment to open each session.  
Use “early bird” door prize drawings to encourage timely attendance.  
*(Door prizes are the responsibility of the Entertainment Committee and sourced by the host state)*

#### **Visitor Information:**

Create and include a local guide in registration packets, with recommendations for:  
Restaurants  
Churches  
Entertainment or sports venues  
Medical facilities  
Golf courses and local attractions

#### **Tours:**

Optional: Coordinate pre- or post-conference tours through a travel agency.  
NACAA assumes no liability for the success or logistics of such tours.  
Promote via The County Agent or on-site registration.

**Other Responsibilities:**

Collaborate with other committees (e.g., Banquet) to provide music or entertainment.  
Verify union rules and venue policies if providing your own musicians or entertainers.

See the **Budget and Finance section** for guidance on entertainment cost-sharing.

## **EXHIBITS COMMITTEE**

**Commercial and Educational Exhibits**

The host state(s) shall designate a Chair for the Exhibits Committee at the AM/PIC. Enough committee members should support this individual to successfully facilitate both commercial and educational exhibits.

**Purpose & Importance:**

Commercial exhibits serve a dual purpose: they enhance professional development opportunities and support donor relations, while also offering a critical fundraising avenue for the host state. The Exhibit Chair should maintain consistent communication with the NACAA National Board regarding any developments or concerns related to exhibits. Initial planning and coordination may begin up to two years prior to the event.

**General Responsibilities:**

- Provide adequate space and management for both commercial and educational exhibits.
- Locate the exhibit area to ensure high visibility and foot traffic by NACAA members.
- Arrange for standard exhibit infrastructure, including draperies and tables.

**Planning Considerations:**

- Exhibits must not interfere with other scheduled professional improvement activities.
- Coordinate with the NACAA President to ensure ample and scheduled viewing time is included in the AM/PIC program (Sunday–Tuesday).
- Consider enhancements (e.g., drawings, hospitality) to increase engagement, especially if the exhibit area is not centrally located.
- Establish an Exhibitor Hospitality Room for downtime when traffic is low.

**Logistics and Financials:**

- The host state is responsible for all exhibit costs, including pipe and drape, signage, and booth infrastructure.
- The Exhibits Chair should collaborate with the Registration and Facilities Committees when soliciting bids for exhibit services. The NACAA Executive Director is available to assist with developing bid specifications or RFPs.
- All commercial exhibit fees are retained by the host state to help fund their portion of the AM/PIC. These fees must be approved by the NACAA National Board at least one year in advance.
- National Donors/Sponsors:
  - Those contributing \$2,500 or more are entitled to one complimentary booth, with NACAA covering direct booth setup costs (e.g., drapery, table, chairs).
  - Sponsors below this threshold may still exhibit but are treated as commercial exhibitors.

### **Educational Exhibits:**

- These include exhibitors affiliated with NACAA, Extension professional organizations, or land-grant universities, provided they are not marketing or selling a product or service.
- If exhibitor classification is unclear, the host should consult the NACAA President for final determination.

## **4-H TALENT REVUE COMMITTEE**

The 4-H Talent Revue is an optional event hosted at the discretion of the AM/PIC host state. States within the hosting region are typically invited to submit performance acts, or the host may feature their own state 4-H Performing Arts Program.

### **Committee Scope:**

- Coordinate selection, notification, and scheduling of talent revue participants.
- Provide full support and supervision for youth performers and chaperones from Sunday arrival through Tuesday departure.
- Work closely with the NACAA Board to follow policies and ensure alignment with event procedures.

### **Key Responsibilities:**

- Work with the NACAA Executive Director to reserve a block of hotel rooms for talent revue participants.
- Select an engaging Master of Ceremonies and collaborate with the national sponsor/donor to identify a skilled director/choreographer.
- Organize welcome and orientation meetings for all participants.
- Coordinate staging, technical, and equipment needs for each act.
- Schedule and facilitate a full-dress rehearsal (photos taken at this time).
- Host a cast party (sponsored), plus plan additional recreation and get-acquainted activities.
- Provide secure dressing rooms and assist with quick costume changes as needed.
- Publicize the event to participants' local communities and compile a scrapbook.

### **Stage & Technical Details:**

- Ensure stage entrances/exits are safe and accessible.
- A backdrop height of at least eight feet is recommended.
- Plan microphone needs (handheld, headset, or standing).
- Open house doors 45 minutes before showtime.
- Start the show promptly and recognize committee members before the finale.
- Conclude with a grand finale featuring all the performers.

### **Subcommittee Suggestions:**

- Reception & Hospitality
- Staging & Props
- Post-Revue Party

### **Financial Guidelines/Procedure:**

- NACAA will cover **50% of the total 4-H Talent Revue expenses**, up to a maximum of **\$15,000**.

- Any sponsorship funds must be remitted to the NACAA Treasurer in accordance with established financial procedures.
- **Meals:** NACAA will determine meal reimbursement rates and provide a bulk allocation for meals as part of the NACAA check issued for travel expenses.
- **Travel Reimbursement:** Participants must submit travel receipts to the NACAA Treasurer, who will coordinate the issuing of reimbursement checks.
- **Hotel Rooms:** The hotel should invoice NACAA directly for all sleeping rooms designated for 4-H Talent Revue participants and chaperones.
- **Video Recordings:** Videos of the 4-H Talent Revue will **not** be sold due to legal and economic considerations.

For additional information on cost-sharing and reimbursement, refer to the **Budget and Finance** section of this handbook.

## **FACILITIES/EQUIPMENT COMMITTEE**

This committee requires a chair who is highly organized, detail-oriented, and **must be able to remain calm under pressure**. The Chair serves as the primary liaison between NACAA and hotel or venue management for all facility-related matters. To ensure clear communication and prevent confusion, the Facilities Committee Chair should be the sole point of contact with hotel management regarding facility arrangements.

### **Facilities and Rooms**

The Chair should coordinate and secure the following facility needs:

#### **Dining Facilities**

One large banquet room capable of seating 700 to 1,000 attendees for the Annual Banquet.

#### **Meeting Rooms**

A large room for general sessions, ideally separate from breakout rooms and capable of accommodating the anticipated audience.

Conveniently located rooms for:

- Host State headquarters
- NACAA Board of Directors and Nominating Committee meetings
- Youth programming
- Life Member and Spouse Hospitality Rooms
- Storage of meeting supplies and materials
- Four Regional Meetings
- Professional Improvement Programs
- Poster Sessions
- Exhibit area
- NACAA Committee and other auxiliary meetings

## **Guest Rooms**

A block of up to 550 guest rooms should be secured at the headquarters hotel and nearby properties.

Helms Briscoe will assist NACAA and the Host State Committee in developing a comprehensive contract or agreement with the hotels, convention centers, municipal auditoriums, or other venues. This contract should be finalized and signed **prior** to the official announcement of the Annual Meeting and Professional Improvement Conference (AMPIC) location.

The agreement must guarantee a defined number of meeting rooms and guest rooms at fixed room rates. These rates, along with the number of rooms available, must be published in the **spring issue of *The County Agent*** preceding the AMPIC.

## **Meeting Logistics and Coordination Guidelines**

This committee must work closely with all other committees to confirm space requirements and coordinate additional needs such as signage, decorations, floral arrangements, audiovisual equipment, and other logistical items. While a subcommittee may handle decorations, signs, and flowers, these elements are integral to the setting up of a meeting room and should be coordinated centrally for consistency and efficiency.

Once a room is assigned, all necessary setup components—such as signs, equipment, and floral arrangements—become part of the room’s overall preparation. If a room assignment changes after the schedule has been finalized, those components must also be adjusted—often with little notice.

## **Hotel and Sleeping Room Management**

Sleeping room reservations are coordinated by the NACAA Executive Director in partnership with contracted hotels. NACAA is contractually obligated to fulfill room blocks at the headquarters hotel, especially when meeting space and other amenities are provided at no additional charge. Overextending to multiple hotels can dilute attendance at the headquarters, potentially resulting in financial penalties. For example, booking 400 rooms might yield eight or more complimentary rooms, which are intended for NACAA Officers, Board Members, and Committee Chairs. The NACAA President should assign these complimentary rooms in advance to ensure each individual receives a confirmed reservation at the designated hotel.

## **Facility Requests and Scheduling**

Approximately five to six months prior to the Annual Meeting and Professional Improvement Conference (AMPIC), Officers, Directors, Council Chairs, and others requiring meeting space should be sent a Facility and Meeting Room Request Form. This form is used to build the official meeting schedule with the hotel and/or convention center, which typically holds blanket reservations for NACAA throughout the week. Early and accurate submission of these forms is crucial for securing the proper room setup—such as microphones, lecterns, banquet head tables, etc.—and avoiding last-minute confusion.

## **Flags, Signs, and Decorations**

State and university flags used in previous years may be reused. The host state is responsible for arranging transport of these flags to the upcoming AMPIC location.

New signage should be created well in advance. The host state committee responsible for signage must ensure all signs are prepared prior to the meeting. However, given the possibility of last-minute changes, it is recommended to have access to a sign-making resource, such as a computer with a laser printer, to produce or



update signage onsite. This preparation can prevent delays and reduce costs.

Requests for decorations, signage, and floral arrangements should be made in coordination with the decorations committee and confirmed as early as possible.

## **EQUIPMENT**

### **Audio-Visual**

Items such as projectors, screens, portable PA systems, easels, and poster display panels may be borrowed from County, Regional, or State Extension Offices to help reduce costs. These items should be inventoried and checked out through a designated committee member in the equipment room.

Depending on the meeting location, certain equipment may need to be rented from the hotel or convention center. Any associated costs must be clearly outlined and included in the final facility contract.

An Audio-Visual Request for Proposal (RFP) will be distributed to qualified vendors. The NACAA Board will review submissions, select a vendor, and the final contract will be signed by the NACAA President.

### **Flowers and Decorations**

Floral arrangements can be a significant expense, but costs can be reduced by reusing arrangements for multiple events when possible. For example, decorations and flowers used during the Annual Banquet may also be repurposed for other appropriate functions throughout the conference.

## **HOSPITALITY/BREAKS COMMITTEE**

- **Main Role:** Plans and coordinates hospitality rooms and refreshment breaks.
- **Duties:**
  - Manages hospitality suite (staffed by volunteers).
  - Schedules snack/beverage breaks during sessions.
  - Coordinates with Facilities for locations and set-up.
- **Why It Matters to You:**
  - These breaks have a budget line item—cost of food, drinks, service charges.

See the section under Budget and Finance for the recommended sharing for Hospitality expenses.

## **INSPIRATIONAL SERVICE AND OPENING CEREMONY COMMITTEE**

Since NACAA begins the AM/PIC on Sunday evening, an **Inspirational Service** is included as part of the Opening Ceremonies. This service is designed to emphasize the inspirational aspect of professional improvement and to foster reflection, unity, and cultural appreciation among attendees.

### **Planning and Coordination**

This committee, **in close consultation and coordination with the NACAA President**, is responsible for planning and organizing the Inspirational Service and Opening Program. The program may include a combination of:

- Inspirational speakers
- Special music or choral performances
- Reflective readings or messages

- Visual elements (e.g., videos or presentations)

The NACAA President presides over the program, offering a formal welcome to members, spouses, families, and guests.

### **Purpose and Significance**

The Inspirational Service provides attendees with a time to reflect on personal values and beliefs and to consider the diverse experiences shared by NACAA members across the country. As the AM/PIC rotates between regions, this service also offers a unique opportunity for the Host State to showcase its traditions, culture, and heritage—enriching the experience for all participants.

### **Special Music**

Music is often a meaningful component of the program and may include performances by local or nationally recognized choirs or vocal groups. A blend of religious, patriotic, or thematically appropriate selections helps set the tone for the event and enhances its impact.

### **State Flag Ceremony**

Each State Association President or designated representative is responsible for posting their state flag as part of the backdrop for the Opening Ceremony and all general sessions. The flag ceremony, symbolizing unity across all member states, is coordinated by an individual appointed by the NACAA President.

**Ownership and Transport:** The state flags, along with their poles and stands, are property of NACAA. After each AM/PIC, they are shipped to the incoming host state at that state's expense.

**Storage and Maintenance:** The incoming host state is responsible for storing and maintaining the flags, poles, and stands until the following AM/PIC. These items should be inspected for damage or needed repairs well in advance of the conference.

**Post-Event Duties:** A committee from the incoming host state, under the supervision of the Facilities Chair, is responsible for taking down the flags, banners, and related materials after the Annual Banquet and preparing them for shipping.

**Interim Use:** Other national Extension organizations may request use of the flags between AM/PIC events. In such cases, those organizations are responsible for all shipping costs. However, the host state remains accountable for the care and custody of the flags during and between conferences.

## **LIFE MEMBERS COMMITTEE**

Life Members of NACAA and their spouses continue to play a significant role in the Annual Meeting and Professional Improvement Conference (AM/PIC). The National Life Member Chair coordinates special activities and events designed to recognize and engage this valued group.

While Life Members are typically housed across multiple hotels rather than a single designated location, opportunities for connection and fellowship are still a priority. A dedicated **meal function** serves as a central gathering point, offering time for socialization and the annual **election of Life Member Committee leadership** for the coming year.

### **Hospitality and Activities**

A **hospitality room** available for both formal and informal gathering provides a welcoming space for Life Members and spouses to reconnect, share stories, and plan optional group outings. The committee should assist by:

- Providing information on local attractions
- Coordinating mini-tours for small groups (6–8 people)
- Recommending or hosting presentations on area highlights or travelogues as part of the meal program

Programs and entertainment should be tailored to the interests of retired members, offering enriching and enjoyable experiences.

In recent years, the **Life Member and Spouse programs have been combined**, allowing for shared activities and greater camaraderie.

For guidance on financial responsibilities and cost-sharing, refer to the **Budget and Finance** section regarding Life Member program expenses.

## PUBLICITY COMMITTEE

The Publicity Committee serves as the **press and media liaison** for the AM/PIC and plays a vital role in shaping the public image of the event. This committee is responsible for developing and distributing pre-conference promotional materials and coordinating media relations throughout the meeting.

### Pre-Conference Publicity

The committee will:

- Develop and distribute news releases, media advisories, and promotional content for newspapers, radio, and television.
- Collaborate with the NACAA executive director to coordinate professional video recording of key events such as the **Inspirational Service, Keynote Address, Capstone Presentation**, and potentially the **DSA Banquet** and **NACAA President's remarks**.
- Produce tailored news releases for NACAA committees to be sent to local media outlets highlighting state-level involvement.

### Branding and Promotional Integration

To enhance visibility and cohesiveness, the committee is encouraged to incorporate the AM/PIC **logo and theme** across all media and promotional items, including:

- Program covers
- Posters
- News releases
- Event tickets
- Brochures and informational handouts

These materials should emphasize signature events and encourage attendance through advanced promotion in *The County Agent* and direct communications to NACAA members.

### Daily Electronic Newsletter

A daily newsletter should be produced and distributed throughout the conference, featuring:

- Schedule updates, room changes, and special announcements
- Reminders or procedural notes
- Local interest stories and highlights

## Media Coordination and On-Site Coverage

The committee should proactively engage local **TV, radio, and print media** to provide on-site coverage of the conference. Editors of local and regional farm publications should be invited to attend.

When possible, the host state should provide a **Press and Media Center** equipped with seating, refreshments, communication tools, and printed materials—offering reporters a comfortable and efficient work environment.

## Speeches and Proceedings

Speakers, particularly those featured in major events, should be asked by the NACAA President (or the person responsible for scheduling them) to provide a copy of their remarks for inclusion in **The Proceedings**, when appropriate.

## Photography and Publications

Photographers and photographic services are arranged by NACAA to document the AM/PIC. The editors of *The County Agent* and *The Proceedings* should collaborate with the Publicity Chair to plan coverage and ensure the desired images and stories are captured for future publications.

See the section under **Budget and Finance** for the recommended sharing of publicity expenses.

# RECEPTION AND INFORMATION COMMITTEE

The Reception and Hospitality Committee plays a key role in ensuring a warm, organized, and informed welcome for all attendees of the AM/PIC. This includes assisting members and their families upon arrival and throughout the event.

## Arrival and Check-In Support

In large or congested airports, the committee may coordinate a **clearly marked information booth** to assist with transportation details from the airport to the AM/PIC site.

At the host hotel(s), a **designated reception area** can help direct attendees with:

- Parking information
- Luggage unloading and delivery
- Exhibit material handling
- General directions and a friendly welcome

## Ongoing Responsibilities Throughout the Week

The committee should ensure the following key functions are covered:

- **Welcome and assist with VIPs** (e.g., program participants, donors, speakers)
- **Operate a staffed information desk** throughout the event
- **Distribute vital information** via:
  - Text alerts
  - Email updates
  - Social media platforms (Facebook, X/Twitter, etc.)

The **NACAA President** will coordinate VIP arrival and reception plans with the National Board and the Reception Committee.

### **Information Desk Duties**

The **information desk**, typically positioned near the main registration area, should offer support such as:

- Lost and Found
- Answers to questions about sessions, housing, and facilities
- Local recommendations (restaurants, attractions, entertainment)
- Real-time updates or changes provided by other Committee Chairs or NACAA Officers

### **State Picture Coordination**

The committee may also oversee **state group photos**, in collaboration with the **National Board**, which is responsible for selecting an official photographer via a bidding process.

Key responsibilities include:

- Securing an appropriate **photo location** that accommodates large (70–100 people) and small group photos
- Assisting with the **photo-taking process** and ensuring smooth transitions between groups
- (Optional) Forming a dedicated **State Pictures Subcommittee** to manage logistics

**State photos** are typically scheduled for **Sunday and Monday evenings**, with final images later made available on the **NACAA Photo Website**. An **e-Blast** from the Executive Director will notify attendees when photos are posted.

### **Welcoming VIPs and Speakers**

The **NACAA Executive Director** is often the **first point of contact** for VIPs. As VIPs arrive:

- The Executive Director will notify the NACAA President to ensure timely introductions and acknowledgments.
- Relevant Committee Chairs (e.g., Awards, Professional Development) will be informed of VIP arrivals so they can be appropriately welcomed and involved in their respective sessions.

This committee ensures all VIPs and key guests receive prompt, courteous attention and have a clear point of contact throughout their time at AM/PIC.

## **REGISTRATION COMMITTEE**

This committee, working closely with the NACAA Executive Director, is responsible for ensuring that all aspects of the AM/PIC registration process are executed smoothly and efficiently. The role requires a Chair who is highly organized, detail-oriented, and capable of managing both pre-event logistics and onsite registration activities.

## First Impressions Matter

Registration is often the first point of contact for attendees. A disorganized or confusing registration experience can negatively impact participants' overall perception of the event. A well-run, friendly, and efficient process sets a positive tone and creates a welcoming atmosphere.

## Pre-Event Responsibilities

- Collaborate with the **Executive Director** to monitor registration numbers and identify trends or issues early.
- Coordinate with **Host State Committee members** on welcoming gifts for:
  - Active Members
  - Life Members
  - Spouses
  - Sons and Daughters
  - Speakers
  - Sponsors/Donors
  - VIPs
- Prepare and distribute a **local resources guide** (hospitals, urgent care, pharmacies, dentists, optometrists, car repair, etc.) for the convenience of attendees.
- Ensure clear communication with the Executive Director regarding **NACAA's refund policy**. All refunds must follow the **voucher process** and are issued by the **NACAA Treasurer**.

## Registration Data and Communication

The NACAA Executive Director manages the official registration form, which collects:

- Names and mailing addresses
- State/region
- Officer status
- Guest and family attendee information
- Tour selections
- Any other details required by the National Board

The Host State may use this data to help coordinate activities or customize programming based on participant preferences.

An **email confirmation** of registration and tour assignments will be sent once the registration is processed.

### Tour Registration

Pre-registration for tours is strongly encouraged. It facilitates early registration and allows the planning committee to better coordinate transportation, guides, and logistics.

## Materials and Supplies

The NACAA Executive Director will provide all necessary **registration materials**, including:

- Name badges
- Ribbons and seals
- Tour tickets (if applicable)

## Financial Management

- Host State expenses are handled by a designated bank account under the supervision of the **Host State/AM-PIC Treasurer**.
- NACAA-related expenses are managed by the **NACAA Board and Treasurer** through their designated account.
- Weekly registration reports are prepared by the Executive Director and shared as appropriate.
- The Executive Director and NACAA Treasurer should work closely with the **AM/PIC Treasurer** to manage the AM/PIC budget, ensure accurate reporting, and facilitate final reconciliation.

## Ongoing Duties During AM/PIC

- The **Executive Director manages onsite registration**, maintains an accurate count of attendees by state, and provides updates to State Presidents.
- The committee supports check-in, assists with distribution of registration materials, and ensures attendees receive necessary information for a successful conference experience.

## Tickets

The **Executive Director** is responsible for managing all tickets included in the registration packets, ensuring appropriate color coding and labeling for easy identification across various events. Ticket categories will be clearly titled with assistance from the Host State, such as Tours, Events, and Meals, tailored for Members, Sons and Daughters, Spouses, and other guests as applicable. The Executive Director will handle all printing for the registration packets, including tour tickets and related materials. Different ticket packages may be required for Life Members, Active Members, spouses, children, and guests, reflecting the distinct activities available to each group.

## Complimentary registrations for the AM/PIC are granted to the following groups:

- Donors
- Special guests, at the discretion of the NACAA President
- Non-NACAA members appearing on the program
- Representatives of related organizations such as farm organizations
- Official representatives of affiliated extension professional organizations (ANREP, ESP, NACDEP, NAE4-HYDP, NAEPSDP, NAEFCS) representing the Joint Council of Extension Professionals (JCEP) as part of the JCEP Marketing Committee

## Reimbursed registrations include:

- NACAA Committee Chairs, Council Chairs, Regional Committee Vice Chairs, Officers, Directors, Vice Directors, and the Executive Director
- The PIC, EDC, and PRC committees have a \$1,000 budget each to support programming, which may be used for registration reimbursement for non-NACAA member speakers and others as approved
- First-time attendees with less than five years of service receive a discounted fee, verified by their immediate supervisor

## Registration Fees and Tickets

- Special fees and ticket charges, if applicable, will be announced in *The County Agent* and on the online registration platform.
- Bus tickets and special event tickets, when subject to additional charges, may be purchased at registration, subject to availability.
- Admission to all special events, including meals, requires registration and presentation of the appropriate ticket.
- Registration fees—including daily rates—for members, spouses, children, Life Members, and visitors are set by the NACAA Board of Directors at the Winter Board Meeting.
- Guests should pay fees corresponding to their level of participation. For example, a family member attending only the Annual Banquet should purchase a banquet ticket; participation in a full day's program requires payment of the daily rate.
- Host State members and their families are also required to pay registration fees.
- State Association members from the host state attending the AM/PIC must pay registration fees as well.

## Refund Policy

- Cancellations made **16 or more days** before the AM/PIC start date will receive a **75% refund** of registration fees.
- Cancellations made **within 15 days** of the event will receive a **25% refund**.
- Appeals for exceptions due to emergencies will be reviewed on a case-by-case basis, with a maximum reimbursement of **90%**. Documentation may be required to verify emergencies such as medical issues.

## Program Time Allocation

The program time will be divided approximately as follows:

1. Speakers – 30% to 40%
2. Committee reports – 20% to 30%
3. Entertainment – 10% to 20%
4. Tours – 10% to 20%

The **National President** will designate the time allotted for each committee report and decide which sessions will include panel discussions.

## Identification Tags and Ribbons

All NACAA members, their families, and guests will receive appropriate identification tags or ribbons during registration. Distinctive colors and designs will be used to identify:

- Spouses
- Guests and donors
- National Officers, Directors, Committee Chairs, Past Officers
- First-time attendees

The inventory of ribbons and identification materials is maintained by the **NACAA Executive Director**.



## SONS AND DAUGHTERS COMMITTEE

This committee is responsible for planning and coordinating activities for the youth of county agent families attending the AM/PIC. While youth are encouraged to attend selected general events—such as the Sunday Evening Inspirational Program, 4-H Talent Revue, and the barbecue or group meal—a wide range of age-appropriate activities is necessary to engage children and teens from young ages through 18 years. Youth age 19 and older are considered visitors and are subject to the applicable visitor registration fee.

### Program Structure

The Sons and Daughters Program may be divided into three key categories:

#### 1. Tours

- Designed especially for older youth (typically 4-H age), tours should be educational, interactive, and age-appropriate.
- Parents may be invited to join youth tours to assist as chaperones. Additional fees will apply for participating adults. Coordination with the committee for adult supervision is strongly encouraged.

#### 2. Youth Activity Area

- A designated space should be secured and used consistently throughout the week for check-ins, recreation, group meetings, and as a centralized tour departure/return point.
- It is beneficial to schedule youth tour returns to coincide with the return of spouse tours, with spouses arriving slightly ahead of youth to ensure parents are present for pickup.

#### 3. Evening Activities

- Recreational events, such as dances, games, or social mixers, should be offered in the evening, especially for older youth—to encourage interaction and create a sense of community.
- A concluding youth banquet or party (separate from the DSA banquet) is highly recommended. Past successful options include pizza parties or hamburger dinners, which are both youth-friendly and cost-effective.

### Supervision and Safety

- Adequate adult supervision is required for all tours, events, and recreational activities.
- Parent involvement is welcome and encouraged, especially to meet chaperone needs.
- The committee should arrange a **“Get Acquainted” event** on the first evening to help youth feel comfortable and to allow parents to meet program leaders and supervisors. Light refreshments, group games, and music are usually sufficient for this event.

### Logistics and Equipment

- All transportation for youth tours should be coordinated through the **Transportation Chair**, who will serve as the sole contact with the bus company to streamline communication.
- Recreational equipment for the youth area—such as pool tables, table tennis, video games, jukeboxes, and seating—can be challenging to rent and may need to be borrowed. Early planning is essential if such items are desired, though providing them is optional and not required.

## Budget and Financial Support

Please refer to the **Budget and Finance** section of the AM/PIC Handbook for details on recommended cost-sharing arrangements and financial guidelines for the Sons and Daughters Program.

## MEALS COMMITTEE

All meal arrangements are a collaborative effort between the Host State and the NACAA National Board. It is strongly recommended that the Host State secure preliminary meal pricing at the time contracts are signed with hotels or catering providers. Early planning ensures accurate budgeting and smoother coordination.

### Menu Planning and Coordination

- **Menu Selection:** Menus should be requested from hotels or caterers in advance of the Spring Board Meeting. Once approved by the National Board, menu options should be shared with all presiding officers responsible for each meal function.
- **Meal Choices:** Typically, a single menu option is offered for breakfast, lunch, and dinner. However, accommodation must be made for attendees with dietary restrictions (e.g., allergies, vegetarian, gluten-free, etc.). A system for collecting and flagging these special needs should be in place for each meal function.
- **Sponsored Meals:** If a sponsor is associated with a particular meal, the designated presiding officer must coordinate directly with the sponsor regarding all arrangements. Ensure sponsor expectations are clearly aligned with NACAA guidelines.

### Logistics and Setup Requirements

- A comprehensive request form should be used to gather setup needs, including:
  - Podiums
  - Head table requirements
  - AV equipment
  - Decorations or floral arrangements
- Finalized details should be confirmed with presiding officers and shared with catering contacts. If applicable, be aware of and follow any guaranteed policies set by the hotel or catering service.

### Head Table Considerations

The use of head tables is generally discouraged. Most NACAA leadership prefer to sit among the membership to encourage greater interaction and inclusivity. Modern event etiquette favors minimizing visible hierarchies to foster a more engaging and equitable atmosphere.

### Meal Guarantees and Attendance Management

One of the most challenging aspects of this committee's responsibility is managing meal guarantees. To minimize waste and costs:

- **Historical Data:** Use attendance records from previous AM/PIC events as a reference for making informed guarantees.
- **Conservative Guarantees:** Guarantee fewer meals than the number of registered attendees, as actual attendance typically falls short.

- **Backfill Strategy:** It is preferable to fill empty seats with Host State committee members rather than leave sponsor-paid seats unused.

## Billing and Financial Oversight

- **Meal Payments:** Only the Meals Committee Chair is authorized to approve and sign bills submitted by the hotel or caterer. Venue staff should be informed of this protocol.
- **Cost Estimates and Budgeting:**
  - **Initial Estimates:** Should be obtained 11–12 months in advance of the AM/PIC to aid Host State budget planning.
  - **Finalized Costs:** Meal prices must be confirmed at least 6 months prior to the AM/PIC. This information should be provided to the NACAA Executive Director, National Board, and relevant committees to assist with final meal selections and ticketing.

For further details, including funding structure and cost-sharing responsibilities, refer to the **Budget and Finance** section of the AM/PIC Handbook.

## SPOUSES COMMITTEE

The Spouses Program Committee is responsible for planning and hosting events that offer entertainment, enrichment, and cultural or historical experiences for the spouses of NACAA members attending the AM/PIC. Programs should reflect the diversity of attendee interests and recognize that spouses may be of any gender. As NACAA's membership continues to diversify, intentional efforts should be made to ensure programming is inclusive and appealing to all.

## Planning and Program Development

- **Appealing Local Features:** Early in the planning process, identify unique attractions in your region that would interest spouse's historical landmarks, museums, local artisans, markets, etc. Incorporating shopping guides, local gifts, or favors can enhance the experience.
- **Continuing Education Opportunities:** Many spouses submit AM/PIC tours and workshops for Continuing Education Credit through their employers. Therefore, consider including workshops or tours that could qualify as professional development, particularly for public school teachers or other professionals. When possible, coordinate with local school systems to offer credit-eligible experiences.
- **Gender-Inclusive Programming:** With a growing number of female NACAA members, male spouses are attending in increasing numbers. Offering programs specifically tailored to traditionally male interests (e.g., technical tours, hands-on workshops, outdoor excursions) can help increase their participation and engagement.

## Activities and Events

- **Get-Acquainted Event:** A welcome or social gathering early in the week helps spouses meet one another, build connections, and feel included. Simple refreshments, a fun activity, and light entertainment are typically well received.
- **Popular Activities:**
  - Themed workshops (crafts, cooking, gardening, etc.)
  - Educational seminars
  - Fashion shows
  - Cultural tours (with or without meals)
  - Historical or scenic excursions

- **Flexible Participation:** Recognize that spouses may choose to:
  - Participate in NACAA member sessions of personal interest.
  - Join youth tours or activities alongside their children.
  - Attend tours designed specifically for spouses.

Efforts should be made to clearly communicate these options so that spouses can make informed choices about how to engage with the conference.

## **Logistics and Coordination**

- **Transportation:** The Tours and Transportation Chair coordinates all transportation for spouse programs. Work closely with this chair to ensure smooth scheduling and logistics.
- **Life Members and Spouses:** In recent years, Life Members and Spouses Programs have often been held together. This collaboration fosters intergenerational camaraderie and should be continued where possible.

Refer to the **Budget and Finance** section of the AM/PIC Handbook for recommended cost-sharing and funding procedures related to the Spouses Program.

## **FIRST TIMER COMMITTEE**

This committee handles arranging for and promoting the First Timer Luncheon and Orientation.

The work of this committee is coordinated with the NACAA President-Elect. The NACAA Early Career Development committee can also help in the planning of first timer functions.

Members and spouses attending the AM/PIC for the first time are eligible and encouraged to register for the First Timer Luncheon.

The registration form in The County Agent asks for the “First Timers” attending the Annual Meeting and Professional Improvement Conference. According to this information, tickets are provided in the registration packets for the luncheon.

First Timer designee ribbons and any other exclusive information and material should be available to the First Timer in their registration packet.

See the section under Budget and Finance on how costs are shared between the host state and NACAA.

## **TOURS COMMITTEE**

### **Tour Selection**

- Initial choice by the Host State Planning Committee with final approval from the NACAA Executive Committee.
- Consider forming a Tours Subcommittee or providing multiple tour proposals for vetting.
- Feasibility checks (e.g., space, staff availability, group sizes) must precede final proposals.
- The ideal number to start with: ~25 tour options, narrowed down to ~20 final offerings.
- Tour locations should:
  - Be within 2–3 hours travel time from the AM/PIC site.
  - Represent unique regional assets (e.g., ag production, history, horticulture, 4-H/youth, science, CEU-worthy programs).

## Tour Planning Timelines

Timeline	Task
12+ months before	Begin tour choice and feasibility checks.
9–12 months before	Finalize the tour list and confirm availability.
Spring before AM/PIC	Publicize in <i>The County Agent</i> magazine. Include full descriptions, walking/accessibility details, estimated length, and attire requirements.
At registration	Provide tour brochures and issue color-coded, sequentially numbered tickets. Allow participants to rank tour preferences during registration.

## Budget and Logistical Considerations

### Tour Cost Estimation

- Include:
  - **Transportation costs** (in coordination with the Transportation Chair)
  - **Facility admission fees**, gratuities
  - **Meal or snack costs**, if applicable
  - **Honoraria or speaker fees** if educational elements are included
  - **Printed materials**, handouts, signage

### Transportation Planning

- Centralized coordination with the Transportation Chair to:
  - Avoid overbooking buses.
  - Manage cancellations or bus count adjustments based on registration numbers.
- Consider 15–20-minute boarding intervals to manage crowd control and bus staging logistics.

### Ticketing System

- **Color-coded, sequentially numbered tickets** to prevent over-boarding.
- Tour leaders and guides must be trained to:
  - Collect tickets.
  - Deny access to participants with the wrong tour ticket.
- Retain knowledge of available tour space to reassign tickets for late-arriving participants.

## Execution of Tours

### Key Operational Notes

- Assign:
  - A tour leader per tour (oversees the whole group).
  - A guide per bus (narration and logistics support).
- **Tour guides** should be:
  - Well-versed in the route and background info.
  - Equipped with local history, ag facts, and CEU relevance.
  - Provided with printed handouts, if possible, for added value.

## Departure Planning

- Publish all tour starting times and departure locations in the daily AM/PIC newsletter and registration materials.
- Buses should:
  - Depart 5 minutes after the scheduled time to allow late arrivals.
  - Be clearly labeled with hand-lettered tour name and number signs.
  - Load from the curb only, with crowd control if necessary.

## Accessibility and CEU Considerations

- Each tour description must include:
  - Mobility/accessibility info (steps, terrain, distance).
  - Gear needs (closed-toe shoes, sunscreen, water).
  - CEU-eligible content where applicable (for agents and spouses).
- Host states should proactively accommodate participants with disabilities and elderly participants in their tour plans.

## Recommendations for Budget and Finance Committee

- Ensure early cost estimates (transportation, food, entry, supplies) are gathered and firmed up 9–12 months before the AM/PIC.
- Encourage the use of sponsorships or tour fees to offset high-cost tours.
- Create a contingency fund for:
  - Cancelled tours with non-refundable deposits.
  - More buses for unexpectedly high-demand tours.
- Include ticket printing and signage in your tour-related expense lines.

## TRANSPORTATION COMMITTEE

This is a **mission-critical committee**. Every attendee's experience (first impressions to final departures) is shaped by transportation logistics.

### Timeline

- Begin planning at least 18 months prior to the AM/PIC.
- Winter Board Meeting before AM/PIC: NACAA Executive Director and host committee submit finalized transportation contracts for NACAA Board review/approval.

### Scope of Transportation Services

All **transportation needs** fall under this committee, including:

- Professional Development Tours
- Spouse, Sons & Daughters, and Life Member tours
- VIP transportation (NACAA leadership, keynote speakers, etc.)
- Airport/hotel shuttling
- Shuttles from overflow or distant hotels (Note: *not covered* by NACAA)

## Budget and Contracts

### Key Funding Note

- **NACAA now pays 100% of the cost** of transportation (except hotel/conference shuttles).
- Budget implications for Host State are significantly reduced but accurate coordination and oversight are still essential.

### Contracting Guidelines

- Contact multiple bus companies to gather estimates and ensure availability.
- Single vendors prefer simplicity and consistency.
- All contracts must be:
  - In writing, with cancellation terms specified.
  - Allowing cancellation without penalty if done before a certain deadline.
  - Pre-payment or deposits may be needed — must be planned in budget cash flow.
  - Include bus type specs (tour-type, air-conditioned, PA systems).
  - Avoid school buses for anything beyond local short hauls.

### Restroom Access

- For long tours or rural destinations, ensure buses have **restroom facilities**.
- If no facilities are at the site, this is **mandatory**.

### Coordination and Communication with Other Committees

- Stay in constant contact with:
  - **Tours Chair** (route planning, headcounts, staggered departures)
  - **Spouses, Youth, and VIP Committees**
  - **Executive Director** (arrival times, hotel assignments)
  - **Registration** (ticket assignment, special needs, delays)
- Keep the **Transportation Chair in the loop** for all attendee movement needs.

### Shuttle Schedules

- **Hotel-to-conference shuttles** are the *one area not paid for by NACAA* — may need local funding or sponsorships.
- Coordinate **loading zones**, signage, and **staggered departure schedules** to reduce bottlenecks.

### Execution and On-Site Tips

- Use tour-type charter buses for all professional and extended trips.
- Equip buses with:
  - Tour signs (hand-lettered if needed).
  - PA systems for guides and leaders.
  - Maps and route instructions for drivers.
- Plan for 15–20-minute staggered departures during high-volume periods.
- Assign transportation volunteers or police support for:
  - Curbside loading.
  - ADA assistance.
  - Crowd management.

## Recommendations for Budget and Finance Committee

1. Review transportation contract drafts before the Winter Board Meeting.
2. Coordinate timelines with Tours, Registration, and Spouses Committees.
3. Ensure NACAA's payment responsibility is clearly noted in all financial planning docs.
4. For hotel-to-venue shuttles, explore:
  - o Local sponsorships (e.g., chambers of commerce, ag industry).
  - o University extension vehicles.
  - o Cost-share plans if needed.

## EXHIBITS A through F

### Exhibit A - Guidelines for Bidding to Host the NACAA AM/PIC

A state association interested in hosting a future NACAA AM/PIC should begin preparations at least **six months prior** to the AM/PIC where they plan to present their bid. The first step is to **gain support** from state members and administration, followed by **initiating contact** with Helms Briscoe.

#### Helms Briscoe (HB) Contact

- Current NACAA contact: **Patty Richbourg**
- Email: [prichbourg@helmsbriscoe.com](mailto:prichbourg@helmsbriscoe.com)

Helms Briscoe works under contract with NACAA to support states through the **site selection and contract negotiation process—at no cost** to the host state or NACAA. HB is compensated by commissions from the hotels. Their experience and historical data with NACAA make them a valuable asset in organizing a successful AM/PIC.

#### Helms Briscoe's Role

##### Key Services Provided:

- Site selection support
- Request for Proposals (RFP) preparation and distribution
- Contract negotiation and review
- Risk and cost mitigation
- Insight into space, hotel, and logistical needs

##### HB collaborates with the host state to:

1. Identify ideal dates for the conference.
2. Create and distribute the RFP, which includes required hotel rooms, meeting spaces, and services.
3. Collect and compile responses from convention centers, hotels, and visitor bureaus into a **comparison matrix**.
4. Assist with analysis of bids, alongside the NACAA Executive Director and typically one NACAA Board member.



## Site Visits

After narrowing the field to 2–3 top cities, HB helps schedule **on-site visits**. A **site selection team**, composed of host state members and the HB representative, tours facilities and evaluates their capacity, logistics, and local coordination. These visits often reveal advantages or challenges that aren't clear from proposals alone.

## Contract Negotiation

Once a preferred site is selected, HB collaborates closely with the host state to negotiate hotel and convention center contracts. All contracts are reviewed by:

- **HB attorneys**
- **NACAA Executive Director**
- **NACAA Board**

The goal is to eliminate unfavorable clauses, secure concessions, and clarify terms. HB's expertise has consistently helped obtain better rates and terms than states could achieve independently.

### Important Considerations During Negotiation:

- Hotel room rates and proximity to the venue
- Costs for meals, breaks, and refreshments
- Restrictions or fees for bringing in donated food or outside vendors
- Audio/visual fees, including equipment, staging, and technician charges
- Food cost escalators (4 years out)
- Minimum food purchase requirements and related incentives
- Facility rental fees and what may reduce them
- Signage and banner regulations/costs
- Ice and refrigerated storage availability
- Parking availability and fees
- Access to breakout room resources like water or screens

**Note:** All contracts are typically signed by the current NACAA President to limit liability for the host state.

### Common Contract Details to Review

- **Convention Center**
  - Space availability (exhibit hall, breakout rooms, general sessions)
  - Reset charges and room usage flexibility
  - AV flexibility (use of outside providers, screens, etc.)
  - Food and beverage policies, costs, and increases
  - Storage and kitchen access for volunteer-prepared items
  - Equipment and setup fees (banners, stages, ice machines, etc.)
- **Hotel Agreements**
  - Room block commitments
  - Shuttle services (if needed)
  - Audio/visual integration with the convention center
- **Visitor Bureau/Chamber Incentives**
  - Reduced convention center rental based on hotel block usage
  - Sliding scale discounts tied to food purchases

## Recommendations

- **Engage early** with Helms Briscoe and the NACAA Executive Director.
- **Ask questions**—do not hesitate to request concessions or clarification.
- **Use HB’s experience** to your advantage—they understand the pitfalls and best practices of AM/PIC hosting.
- **Work collaboratively** with NACAA leadership throughout the process.

By following this guidance and using the experience of Helms Briscoe and NACAA leadership, your state association will be well-positioned to give a strong, informed, and competitive bid to host an exceptional NACAA AM/PIC.

### Exhibit B - Bid Rotation

Year	Site	Annual Meeting Bid	Elect Vice President	President	President Elect	Vice President
2029	Northeast	Western	Southern	Northeast	Open	North Central
2030	Open	Open	Western	Open	North Central	Southern
2031	North Central	North Central	Open	North Central	Southern	Western
2032	Southern	Southern	North Central	Southern	Western	Open
2033	Western	Northeast	Southern	Western	Open	North Central
2034	Open	Open	Northeast	Open	North Central	Southern
2035	North Central	North Central	Open	North Central	Southern	Northeast
2036	Southern	Southern	North Central	Southern	Northeast	Open
2037	Northeast	Western	Southern	Northeast	Open	North Central
2038	Open	Open	Western	Open	North Central	Southern
2039	North Central	North Central	Open	North Central	Southern	Western
2040	Southern	Southern	North Central	Southern	Western	Open
2041	Western	Northeast	Southern	Western	Open	North Central
2042	Open	Open	Northeast	Open	North Central	Southern
2043	North Central	North Central	Open	North Central	Southern	Northeast
2044	Southern	Southern	North Central	Southern	Northeast	Open
2045	Open	Open	Northeast	Open	North Central	Southern
2046	North Central	North Central	Open	North Central	Southern	Northeast
2047	Southern	Southern	North Central	Southern	Northeast	Open
2048	Northeast	Western	Southern	Northeast	Open	North Central
2049	Open	Open	Western	Open	North Central	Southern
2050	North Central	North Central	Open	North Central	Southern	Western
2051	Southern	Southern	North Central	Southern	Western	Open

## **Exhibit C - Final Report Form**

This is the responsibility of the AM/PIC Chair/Co-Chairs and AM/PIC Secretary. The document should include:

- Chair/Co-Chair Summary Comments
- Report from each AMPIC Committee Chair

### **Example:**

Table of Contents

Chair Comments (Page numbers)

#### **Committee Reports** (with page numbers)

- Reception/Information
- Registration Hospitality
- Computer Room/Technology (if needed Newsletter/Website)
- Commercial Exhibits & Educational Posters Decorations
- Signs Fundraising Meals and Breaks
- Wednesday (or Thursday) After Tours Meal
- Annual Banquet
- Transportation/Professional Improvement Tours
- 4-H Talent Revue
- First Timers
- State President/Opening Ceremony
- Labor Pool
- Sons and Daughters Program
- Spouses Program
- Life Members Program

## **Exhibit D – Disbursement/Reimbursement Voucher**

The voucher is available on the NACAA Website: <https://www.nacaa.com>

## **Exhibit E – Example Exhibit Request Form**

Use this link: <https://www.nacaa.com/uploads/userfiles/files/2017ExhibitorApplicationForm.docx>

## **Exhibit F - Sample Budget Spreadsheet**

Contact NACAA Treasurer for latest version

**Distribution:** Provided via a website link for the AMPIC on [www.nacaa.com](http://www.nacaa.com).

The original and current working document shall be maintained by the NACAA Executive Director.

**Note:** The Past President shall update this document annually. All recommendations from the Past President and the Review Committee must be approved by the NACAA Board before publishing.

**The END!!!**

[Return to TOC](#)

***Revised June 2025***  
*(Mickler, Gregg, Sanders)*